

Home Furnishings Calendar 1950

JANUARY

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HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 19 10:00 A.M.	PRESS FORUM A party for the press, by invitation only, to test their reactions to the new Firth line of carpets will be held on this date. Refreshments will be served. Contact: Mr. Edward Donohue, MU. 9-8224.	FIRTH CARPET COMPANY	295 FIFTH AVENUE
Thursday Jan. 19 1:00 P.M.- 7:00 P.M.	NEW SHOWROOMS TO OPEN A cocktail party for the press, decorators, designers and architects, will be held on this date to mark the opening of the new Greeff Showrooms in Los Angeles. This one-story building has been remodeled by Gerald K. Geerlings to display Greeff fabrics and wallpapers. Contact: Arthur B. Howard, 135 North Robertson Blvd., Los Angeles, California.	GREEFF FABRICS 135 NORTH ROBERTSON BLVD. CALIFORNIA	LOS ANGELES
Thursday Jan. 19 5:00 P.M.- 7:00 P.M. Cocktails	COCKTAIL PARTY FOR THE PRESS A cocktail party for the press will be held in the Crystal Room of the Palmer House on the opening day of the National Housewares and Home Appliance Manufacturers Exhibit at the Navy Pier in Chicago which lasts through Jan. 26. Contact: A. W. Buddenberg, Mdse. Mart, Chicago.	NATIONAL HOUSEWARES MANUFACTURERS ASS'N.	PALMER HOUSE CHICAGO, ILL.
Thursday Jan. 19 7:30 P.M.	RESIDENCE LIGHTING FORUM Good Home lighting bargains will be emphasized in Lillian Eddy's forum address, "Lighting the Home in the Modern Manner - Keeping the Budget in Mind." The meeting will be held in the General Electric Auditorium at the above address. Decorators, architects, lighting specialists, lighting equipment manufacturers and home owners are invited to attend. Publicity: Edith L. Buchholtz, Commercial Engineering Dept., Westinghouse Lamp Division, Bloomfield, N. J., BL. 2-2200.	ILL. ENGINEERING SOC.	570 LEXINGTON AVENUE
Thursday Jan. 19- Jan. 26	NEW MOP TO BE SHOWN AND DEMONSTRATED Visitors to the National Housewares Show are invited to visit the O'Cedar Mop Corp.'s exhibit where complete merchandising plans and demonstration of the new O'Cedar Sponge Mop will be featured. Publicity: Mary Elizabeth Talmadge, Young & Rubicam, MU. 9-5000.	O'CEDAR CORP. BOOTH C-802, C-808	NAVY PIER CHICAGO, ILLINOIS
Thursday Jan. 19	NEW OFFICE OPENED The Home Fashions League is now established in its new office at the above address. All members, especially those from out of town, are cordially invited to make use of the facilities of this office. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE	441 MADISON AVENUE
Thursday Jan. 19 Going on	NEW CASE GOODS A new "Planner Group" of case goods, designed by Paul McCobb for the young homemaker, is now on view in Mesberg's new showrooms. Made by Winchendon Furniture Co., Mesberg is the New York distributor. Publicity: Virginia Burdick, PL. 8-1725.	B. G. MESBERG	201 EAST 57TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 21 Luncheon	POT AND KETTLE CLUB WINTER LUNCHEON, LAKESHORE CLUB, 850 LAKESHORE DR. CHI. CONTACT: FRED C. WOOD, FRED C. WOOD CO., WESTERN MDSE. MART, SAN FRANCISCO.		
Jan. 22- Jan. 25	NEW YORK STATE GIFT SHOW, HOTEL LAFAYETTE, BUFFALO, NEW YORK. CONTACT: EUGENE A. RICHARDSON ASSOC., 683 ATLANTIC AVE., BOSTON, MASS.		
Sunday Jan. 22- Jan. 27	30TH CALIFORNIA GIFT SHOW The semi-annual California Gift Show will be held on these dates in the Alexandria Hotel, Biltmore Hotel, Brack Shops and L.A. Merchandise Mart Bldg. Contact: Woody C. Klingborg, Director of Trade Shows, Los Angeles Trade Fair, Inc., 1151 So. Broadway, Los Angeles 15, California.	L.A. TRADE FAIR, INC. 1151 SO. BROADWAY	ALEXANDRIA HOTEL LOS ANGELES, CAL.

WEEK BEGINNING MONDAY, JANUARY 23, 1950

Monday Jan. 23 9:00 A.M.- 9:30 A.M.	BREAKFAST PREVIEW Waverly's color-coded fabrics, shown in seven room settings, will be shown to the press by invitation only. Shown in 7 room settings by Margaret Riley, stylist for Waverly Fabrics, the theme is "How fabric decoration may be accomplished by American homemakers today - beautifully, easily and inexpensively." The 1950 trend to increasingly close affiliation between home and dress fabrics will be emphasized. Publicity: Philip Scuyler, Baldwin & Mermey, MU. 4-4540.	WAVERLY FABRICS	60 WEST 40TH STREET
Monday Jan. 23 Luncheon	MONTHLY LUNCHEON The January luncheon will be addressed by Harold J. Siesel, giving the manufacturer's point of view on home furnishings; by Edward S. Severson of Strawbridge & Clothier, giving the retailer's, and by Miss Marcia Strousse of the Philadelphia Inquirer, giving the newspaper's. It will be held in the Ivy Room of the Warburton Hotel. Out of town members are welcome. Contact: Alice M. O'Neill, Gimbel Bros., Phila. Publicity: Florence Fleischer, James Lees & Sons, Bridgeport, Pennsylvania.	HOME FASHIONS LEAGUE	PHILADELPHIA, PA.
Monday Jan. 23 7:00 P.M.	FOURTEENTH LECTURE The fourteenth lecture in the Survey of Advertising Course will deal with Layout, Design and Illustration and be given by David Stech, Art Dept., Inc., with Jerry Cummins, Gloria Brandt and Robert Hollis, staff members of the same organization. Contact: Hulda Kloenne, CI. 5-4149.	ADV. WOMEN OF N.Y.	HOTEL ASTOR
Jan. 23- Jan. 26	SOUTHEASTERN CHINA, GLASS & GIFT SHOW, MUNICIPAL AUDITORIUM, ATLANTA, GA. CONTACT: FOSTER B. STEWARD, 1492 PEACHTREE ST., ATLANTA, GEORGIA.		
Monday Jan. 23- Jan. 27	NEW YORK LAMP SHOW An entire floor of the hotel has been equipped with heavy duty electrical circuits to afford additional exhibition space this year. A press breakfast will be held at 10 A.M. on Tuesday, January 24, in the Panel Room of the New Yorker, sponsored jointly by the show management and the Lamp & Shade Institute. Several prominent manufacturers will be present to conduct a discussion meeting on new styles and prospective developments in the industry. Open to all members of the press. Show hours: 9 A.M. to 6 P.M. daily except Friday when show closes at 1 P.M. Publicity for Lamp & Shade Institute: Catherine Blondin, MU. 9-7360. Contact: Miss Meehan, George F. Little Management, MU. 9-7147.	LAMP MANUFACTURERS	HOTEL NEW YORKER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 23- Jan. 27	WILLIAMSBURG ANTIQUES & DECORATIONS FORUM For the second year this forum will be held in Williamsburg and will cover such topics as Furniture, Glass, Pottery and Porcelain, 18th Century Architecture, American Paintings and Prints. Additional weeks, Jan. 30 - Feb. 3; Feb. 6-10. Rate per person, \$20; additional fixed charges for hotel reservations which are completed filled for first week. Contact: Alice Winchester, PL. 9-1600.	COLONIAL WMSBURG., INC. THE MAGAZINE ANTIQUES	WILLIAMSBURG VIRGINIA
Monday Jan. 23- Jan. 28	NEW YORK WINTER CARPET MARKET Manufacturers will exhibit new patterns in their regular lines; in addition, each exhibitor will contribute one entirely new design which will form the nucleus of the Spring Opening. Bigelow-Sanford will exhibit in its own showrooms at 140 Madison Avenue. Contact: Mary Burke, EL. 5-7651.	CARPET INSTITUTE EMPIRE STATE BLDG.	SHOWROOMS 295 FIFTH AVENUE
Jan. 23- Jan. 28	NEW YORK WINTER FURNITURE MARKET, NEW YORK FURNITURE EXCHANGE, N. Y. C. CONTACT: MR. J. J. MELNIKER, 206 LEXINGTON AVENUE, MU. 5-1160.		
Monday Jan. 23- Jan. 28	NEW FLORAL CARPET TO BE FOCAL PIECE "Washington Square", Lees' conversation piece in the Designers' Collection for the 1950 Carpet Fashion Opening, will be highlighted during the New York carpet market. In addition, the Companion Carpet story will also be featured. Publicity: Wilmer D. Cressman, James Lees and Sons Company, Bridgeport, Pennsylvania.	JAMES LEES & SONS CO. BRIDGEPORT, PA.	SHOWROOM 295 FIFTH AVENUE
Monday Jan. 23- Jan. 28	NEW COLORS, NEW DESIGNS TO BE SHOWN "Repartee", Alexander Smith's conversation piece in the designers' collection for the 1950 Carpet Fashion Opening will be featured during the New York Carpet Market. In addition, seven new colors in the twist and velvet line; new designs in Floor Plan rugs and in Broadloom carpeting will be introduced. Editors are especially invited. Contact: Emily Purcell, MU. 9-1300.	ALEXANDER SMITH & SONS CARPET CO.	SHOWROOM 295 FIFTH AVENUE
Jan. 23-29	HOT TEA WEEK, TEA BUREAU, INC., 500 FIFTH AVENUE, NEW YORK 18, N. Y.		
Jan. 23- Feb. 4	SOUTHERN FURNITURE MARKET, SO. FURN. EXPOSITION BLDG., HIGH POINT, N.C. CONTACT: PAUL CASEY, SOUTHERN FURN. EXPOSITION BLDG., HIGH POINT, N.C.		
Monday Jan. 23 Just out	NEW HOME BUILDING IDEAS Your building plans will make swift, smooth progress with this book. You'll find suggestions on where to build, what style of architecture is right for you, how to budget your plans, how to save dollars on building costs. And there's advice on heating, wiring, insulation, plumbing. With 206 pages and more than 300 photographs. In U.S.A., \$1; in Canada, \$1.25. Contact: James N. Hall, Better Homes & Gardens, Meredith Publishing Co., 1716 Locust St., Des Moines 3, Iowa.	BETTER HOMES & GARDENS	DES MOINES, IOWA
Wednesday Jan. 25 6:00 P.M.	PRESS PARTY ON PRESS DAY A party for the press will be held at the Emerywood Country Club in High Point, N.C. on Press Day for the southern market. Contact: Paul W. Casey, Southern Furniture Exposition Bldg., High Point, North Carolina.	SOUTHERN FURNITURE EXPOSITION BLDG.	EMERYWOOD COUNTRY CLUB, HIGH POINT, N.C.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 25 8:00 P.M.	OPEN MEETING Members are urged to bring their friends to this open meeting which will be addressed by Louis Goodenough, Retailing Daily, Donald L. Jordan, Johnson-Carper Furn. Co., Inc., and one other speaker on the subject, "Predictions for 1950". Contact: Henry De Brito, LO. 5-2381.	HOME FURNISHINGS CLUB	HOTEL STATLER
Saturday Jan. 28	NEW MERCHANDISING MAGAZINE A new merchandising magazine, "Modern Lamps", will make its first appearance on this date. To be issued quarterly for department and furniture store buyers, decorators and designers, the new publication is designed to bring a new understanding of modern design in lamps and shades, to show the role of modern lighting units in today's house and to publish news of contemporary materials. Contact: Barbara Baer, editor, MU. 5-3744,	KREIGER PUBLICATIONS	114 EAST 32ND STREET
Sunday Jan. 29- Feb. 1	SIXTH CALIFORNIA CURTAIN & DRAPERY SHOW Eastern representatives as well as Western exhibitors will display their goods at the show. The theme of "California Colors for Spring" will be emphasized so that buyers can run special promotions based on it. Contact: Joe Lockwood, show director, L.A. Trade Fair, Inc., 1151 So. Broadway, Los Angeles, 15, California.	L.A. TRADE FAIR, INC. 1151 SO. BROADWAY	ALEXANDRIA HOTEL LOS ANGELES, CAL.
Sunday Jan. 29- Feb. 1	CALIFORNIA LAMP SHOW For the first time west of Chicago, the consolidated products of the lamp industry will be displayed at the California Lamp Show. Contact: Woody C. Klingborg, Los Angeles Trade Fair, Inc., 1151 So. Broadway, Los Angeles 15, California.	L. A. TRADE FAIR	BILTMORE, L.A.
Jan. 29- Feb. 3	MIDWINTER MARKET WEEK, PARKER HOUSE, BOSTON, MASSACHUSETTS. CONTACT: JOHN CLABBY, PARKER HOUSE, BOSTON, MASSACHUSETTS.		

WEEK BEGINNING MONDAY, JANUARY 30, 1950

Monday Jan. 30 7:00 P.M.	FIFTEENTH LECTURE The fifteenth lecture in the Survey of Advertising Course will deal with Typography and Production. Francis J. Sorg, Jr., of the Sorg Printing Co. will discuss fundamental facts about type, and Arthur A. Kron of Gotham Adv. Co. will speak on the importance of mechanical factors of production. Contact: Hulda Kloenne, CI. 5-4149.	ADV. WOMEN OF NEW YORK	HOTEL ASTOR
Jan. 30- Feb. 3	LOS ANGELES FURNITURE MARKET, LOS ANGELES FURNITURE MART, LOS ANGELES. CONTACT: J.J. COWEN, PUB. DIR., 2155 EAST 7TH STREET, LOS ANGELES, CAL.		
Monday Jan. 30- Feb. 10	CHICAGO GIFT SHOW The Chicago Gift Show will open on this date at the Palmer House, Chicago, Illinois and run concurrently with the Merchandise Mart Gift Show. Contact: George F. Little Management, 220 Fifth Avenue, N.Y.C. MU. 9-7147.	GIFT MANUFACTURERS	PALMER HOUSE
Jan. 30- Feb. 11	MERCHANDISE MART GIFT SHOW, MERCHANDISE MART, CHICAGO, ILLINOIS. PUBLICITY: ROBERT B. JOHNSON, MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Jan. 31- Feb. 3	TRADE SHOW, NATL. ASSN. OF FROZEN FOOD PACKERS, CONGRESS HOTEL, CHICAGO. CONTACT: L. S. MARTIN, 1415 K STREET, N. W., WASHINGTON, D.C.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 1- Feb. 23	CRAFTSMEN'S CONTRIBUTION TO FLOWER ARRANGING This exhibit will stress the advantages of the handmade container in flower arrangements and will also clarify for the craftsman the practical needs of the flower arranger. Lectures will be given on Thursday Feb. 9 and Feb. 16 at 3 o'clock by Pierre Clavel on French flower arrangements, past and present. Tickets are \$1.00 and include tea. Hours, 10 A.M. to 5:30 P.M. Mondays through Saturday. Contact: Mrs. Vanderbilt Webb or Frances Wright, PL. 3-9094.	AM. CRAFTSMEN'S EDUCATIONAL COUNCIL	AMERICA HOUSE 32 EAST 52ND ST.
Wednesday Feb. 1	MAGAZINE TO APPEAR MONTHLY Beginning with the February issue Living for Young Homemakers will be published monthly. Contact: Street & Smith, MU. 3-8910.	LIVING FOR YOUNG HOMEMAKERS	STREET & SMITH 122 EAST 42ND ST.
Friday Feb. 3 10:00 A.M.	PRESS BREAKFAST A press party will be held to display table settings by Frank & Sadev and Patchogue Plymouth Mills, in private dining rooms B. and C. on the mezzanine. New table cloths and place mats sets of "Town and Country" lace will be featured. Contact: Harold Sadev, Frank & Sadev, PE. 6-9451.	FRANK & SADEV	HOTEL COMMODORE
Sunday Feb. 5- Feb. 8	SPRING GIFT AND HOUSEWARES SHOW Over 1500 nationally known domestic and imported lines will be shown at the spring gifts, stationery, toys and housewares show this year. On Tuesday morning, Feb. 7th, at 8:30 A.M., there will be a breakfast forum in the Mart Club on the 9th floor which will be presided over by Richard Gump, president of Gump's, Inc. On Tuesday evening, Feb. 7, there will be a seminar on "A Third Semester of the Post Graduate Course in Retailing" preceded by Dinner. On Wednesday evening, Feb. 8, the Western Radio-Television and Appliance Trade Dinner will be held in the Mart Auditorium. Publicity: Kay Leber, Director, KL. 2-2311, Ext. 687.	WESTERN MDSE. EXHIBITORS 1355 MARKET STREET	SAN FRANCISCO CIVIC AUDITORIUM
Feb. 5-8	GIFT SHOW, HOTEL STATLER, BUFFALO, N.Y. CONTACT: J.M.HAMMER, KNOX, PA.		

ADVANCE DATES AND NOTICES

Monday Feb. 6 7:00 P.M.	SIXTEENTH LECTURE The sixteenth lecture in the Survey of Advertising Course will be given by Catherine Owens, of Hearst Adv. Service, aided by Barbara Bender of Wm. Esty & Co., Agnes Nablo of Young & Rubicam and Nancy Wheeler of O'Mara & Ormsbee. It will deal with Coordinating All Factors in an Advertisement- the dramatic presentation of an entire campaign. Contact: Hulda Kloenne, CI. 5-4149.	ADV. WOMEN OF N.Y.	HOTEL ASTOR
Monday Feb. 6- Feb. 8	TELEVISION TRADE SHOW The fifth annual "Television Institute" and Industry Trade Show will feature panel discussions conducted by leaders in the industry and a Film Conference on February 8th. Open to dealers and public. Contact: Irwin A. Shane, Television Institute & Industry Trade Show, PL. 7-3721.	TELEVISER MONTHLY	HOTEL NEW YORKER
Monday Feb. 6- Feb. 10	TRADE SHOW; LINENS AND DOMESTICS This trade show will be attended by buyers from all over the country. The press is invited. Contact: Mr. Harold Sadev, PE. 6-9451.	ALLIED LINENS & DOMESTICS ASSN.	HOTEL COMMODORE NEW YORK, N.Y.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 6- Feb. 10	WESTERN WINTER MARKET Furniture, fabrics, floor covering, linens and domestics, radio-television appliances, gifts, lamps and housewares will be shown. The theme this year is "Buy-ways to Success". On Monday evening, Feb. 6, the Western Floor Covering Industry Dinner will be held in the Mart Club Auditorium. Contact: A. Cameron Ball, Western Mdse. Mart, 1355 Market St., San Francisco, California.	INDIVIDUAL MANUFACTURERS	WESTERN MDSE. MART
Monday Feb. 6- Feb. 24	GOLD MEDAL EXHIBITION MAJOR ARCHITECTURAL WORKS The fourth of six monthly gold medal exhibitions will open on this date and will deal with major architectural works. Open to the public. Contact: Architectural League, MU. 5-8400.	THE ARCHITECTURAL LEAGUE OF NEW YORK	155 EAST 40TH STREET NEW YORK 16, N. Y.
Monday Feb. 6- May 17	EVENING EXTENSION COURSES TO START Two courses of fifteen weekly sessions will be given. The one on Home Furnishings starts Feb. 6, 8 to 10 P.M. and will be given by Mr. Wallis; the second on Interior Decoration starts Feb. 8, 6 to 8 P.M. and will be given by Mr. Sokol. There are no specific prerequisites for attendance. Tuition: \$14 for each course plus \$2.50 registration fee. Registration periods, Jan. 23-26, Jan. 30-Feb. 2. Contact: Registrar, N. Y. State Institute of Applied Arts and Sciences, TR. 5-1529.	NEW YORK STATE INSTITUTE OF APPLIED ART & SCIENCE	300 PEARL STREET BROOKLYN, N. Y.
Feb. 7 8:00 P.M.	UPHOLSTERED FURNITURE MFRS. ASSN. OPEN MEETING FOR ENTIRE TRADE, HOTEL McALPIN. CONTACT: IRVING R. KASS, TOLLERIS, KASS & TOLLERIS, MU. 3-4247.		
Wednesday Feb. 8 12:45 P.M. Luncheon	"DESIGN FOR LIVING" A luncheon forum on interior decoration will be put on by a designer, an interior decorator, a florist and Scalamandre Textiles. Open to the press by invitation; to the public by reservation. Contact: Nola Luxford, Pierre Fashion Director-Commentator, TE. 8-8000.	HOTEL PIERRE	COTILLION ROOM
Friday Feb. 10 12:15 P.M.	MONTHLY LUNCHEON The February luncheon of this organization will be held in the Hendrik Hudson Room of the Roosevelt. Speakers and subjects will be announced next week. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
Feb. 12- Feb. 15	PORTLAND GIFT SHOW, PORTLAND HOTEL, PORTLAND, OREGON CONTACT: KAY LEBER, SHOW MANAGER, 1355 MARKET ST., SAN FRANCISCO, CAL.		
Feb. 12- Feb. 15	CLEVELAND GIFT AND ART SHOW, HOTEL STATLER, CLEVELAND, OHIO CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA		
Feb. 12- Feb. 18	HOUSEWARES WEEK IN NEW ENGLAND, HOUSEWARES CLUB OF NEW ENGLAND. CONTACT: CARL MASSON, HOUSEWARES SHOW HEADQUARTERS, MECHANICS BLDG., BOSTON, MASS.		
Wednesday Feb. 15 10:00 A.M.	PRESS BREAKFAST A Puerto Rican breakfast for the press will be held to introduce the new Puerto Rican, hand-loomed, fiber rugs designed by Geraldine Funk, director of weaving and fiber textiles for the Puerto Rico Industrial Development Company, which has just named the Edward Fields Company exclusive distributor for the line. Publicity: Mr. Carl Ruff, Carson-Ruff Associates, MU. 2-2055.	EDWARD FIELDS COMPANY	509 MADISON AVE.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 15- Feb. 18	17TH ANNUAL NEW ENGLAND HOUSEWARES SHOW Many new exhibitors plan to show at this annual event which has one-third more show space this year. Open to trade only. Publicity: Carl Masson, Housewares Show Headquarters, Mechanic's Bldg., Boston, Mass.	HOUSEWARES CLUB OF NEW ENGLAND	MECHANIC'S BLDG. BOSTON, MASS.
Thursday Feb. 16- Feb. 17	1950 WIRING CONFERENCE A workshop study of the St. Louis Adequate Wiring program will be a feature of the conference this year. The first day will be devoted to a Workshop on this subject with field trips to two residential developments. The second day will be devoted to talks by experts and an Open Forum on industry problems. Make hotel reservations with Mr. M.S. Fishburn, Front Office Mgr., Hotel Statler. Contact: Norman Wicks, Natl. Adequate Wiring Bureau Headquarters, 155 East 44th St., New York 17, N.Y., MU. 2-1500.	NATL. ADEQUATE WIRING BUREAU	HOTEL STATLER ST. LOUIS, MO.
Feb. 18- Feb. 24	ALLIED GIFT & JEWELRY SHOW, ADOLPHUS HOTEL, DALLAS, TEXAS CONTACT: ALLIED EXHIBITORS, INC., 712 SOUTH OLIVE ST., LOS ANGELES, CAL.		
Sunday Feb. 19- Feb. 23	SIXTH ANNUAL CONVENTION AND EXPOSITION The practical problems of home builders will be the major subject of this convention and exposition. The entire program is planned to acquaint builders with new products, new building techniques, new equipment applications and progressive business methods. About 160 leading manufacturers and other firms will participate. Contact: Paul S. Van Auken, Director, 111 West Jackson Blvd., Chicago. Publicity: Kenneth E. Shepard, 75 E. Wacker Drive, Chicago 1, Illinois.	NATIONAL ASSOCIATION OF HOME BUILDERS OF U.S.	111 WEST JACKSON CHICAGO, ILLINOIS
Feb. 19- Feb. 23	SEATTLE GIFT SHOW, OLYMPIC HOTEL, SEATTLE, WASHINGTON CONTACT: KAY LEBER, SHOW MANAGER, 1355 MARKET ST., SAN FRANCISCO, CAL.		
Feb. 20- Feb. 24	NEW YORK GIFT SHOW, HOTELS STATLER AND NEW YORKER, NEW YORK, N.Y. PUBLICITY: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, NEW YORK 1, N.Y.		
Feb. 20- Feb. 24	NEW YORK GIFT SHOW, 225 FIFTH AVENUE, NEW YORK, N. Y. CONTACT: ETHEL MACDONALD, MU. 5-6377.		
Monday Feb. 20 Just out	NEW BOOK ON DECORATING A new book by Mary L. Brandt, noted interior decorating authority, "Decorate Your Home for Better Living", will appear on this date. Illustrated with amusing line drawings, room sketches and photographs in color and black and white, this book is designed for the person who wants to decorate smartly and economically. Publicity: Julian Dedman, VO.5-0650.	CHARLES SCRIBNER'S SONS	597 FIFTH AVE.
Feb. 26- Mar. 1	ST. LOUIS SPRING SHOW, STATLER HOTEL, ST. LOUIS, MISSOURI CONTACT: G. L. WENNERSTROM & ASSOC., 2205 GRAND AVE., KANSAS CITY, MO.		
Feb. 26- Mar. 2	DETROIT GIFT SHOW, HOTELS STATLER AND BOOK CADILLAC, DETROIT, MICHIGAN CONTACT: WALTER E. OFFINGER, MERCHANDISE MART, CHICAGO, ILLINOIS		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY AND GARDEN NEWS</u>			
Monday	NEW MEDIUM IN PAINTING	ASSOCIATED AMERICAN	SAVOY-PLAZA HOTEL
Jan. 23-	TO BE SHOWN	ARTISTS, 711 FIFTH AVE.	59TH & 5TH AVE.
Jan. 24	A special preview for art critics, sponsored by Associated American		
10:30 A.M.-	Artists, will be held on these two days to display the paintings of		
5:00 P.M.	Charles Melohs, using an entirely new medium on canvas. The exhibit will be open to the public on Saturday, Jan. 28 through Tuesday, Jan. 31. Contact: Robert Parsons, PL. 5-0711.		
Tuesday	EXHIBIT OF JAPANESE ART	THE BROOKLYN MUSEUM	EASTERN PARKWAY
Jan. 24-	This exhibition will cover the urban culture of the period from 1615 to		
Mar. 26	1867. Prints, lacquered objects, pottery and textiles are included. Publicity: John Gordon, NE. 8-5000.		
Tuesday	WORK OF GOLDSHOLL	A*D GALLERY	130 WEST 46TH ST.
Feb. 7-	An exhibition of the work of Morton Goldsholl, a leading advertising and		
Mar. 31	book designer of Chicago and president of that city's Society of Typographic Arts, will open on this date. Publ.: Hortense Mendel, LU. 2-0100.		

TELEVISION NEWS

Thursday	TELEVISION PROGRAM	CBS-TV	CBS-TV
Jan. 19	VANITY FAIR	CHANNEL 2	485 MADISON AVE.
4:30 P.M.-	Using one of the new Mallinson fabrics, Emma Aubert Cole of Emmery Con-		
5:00 P.M.	sultants will demonstrate how to make your own slipcovers on Dorothy Doan's program. Publicity for Mallinson: Hilda Kassell, PL. 9-2917. Publicity for CBS: Helen Brattrud, PL. 5-2000.		
Friday	TELEVISION PROGRAM	WABD	WABD-DUMONT
Jan. 20	YOUR TELEVISION SHOPPER	CHANNEL 5	515 MADISON AVE.
11:00 A.M.-	How to keep temperatures and humidity at a healthy level by means of		
12:00 M.	the Air-In window ventilator and the Safeguard Air Humidifier will be described and shown to Kathi Norris's viewers. On the same program, Paul Block will demonstrate his Zip-out Cleaner for cleaning shrimp. Publicity: Babs Doniger, PL. 3-1742.		
Tuesday	TELEVISION PROGRAM	CBS-TV	CBS-TV
Jan. 24	VANITY FAIR	CHANNEL 2	485 MADISON AVE.
4:30 P.M.-	Samuel Kurinsky, interior decorator, will make his third guest appearance		
5:00 P.M.	on Dorothy Doan's program, to explain and demonstrate what to look for in buying wood furniture. Publicity: Helen Brattrud, PL. 5-2000.		

EDITORIAL PLANS

Interiors, 11 East 44th Street, New York 17, N. Y.

Interiors announces its Spring 1950 Semi-Annual Previews. The February issue will deal with wallpaper, presenting more than 100 of the best of the current wallpapers, reproduced in color and in black and white. In March, new fabrics will be shown - 12 pages or more in color and black and white - as well as news of the summer furniture markets. In April, rugs and lamps will be presented. March forms close Feb. 6; April forms on Mar. 3. Contact: Olga Gueft, VA. 6-2954.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

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Hilda Kassell, Promotion Director

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